

Football & Fashion – Fitting Favourites For Fascinated Fans

378,000 fans saw the Socceroos defeat Japan 2-1 in FOX Sports' coverage of **Live: Football: World Cup Qualifier Aust v Japan**, the final game of the football World Cup qualifying series for the Australian team. On the previous night, **Australia's Next Top Model** on FOX8 drew a season record 235,000 people (327,000 people including the Plus2 audience).

In other programming this week, 292,000 viewers watched **Live: NRL Eels v Wests Tigers**; 247,000 people saw **Live: AFL Adelaide v North Melbourne** and the **Live: AFL Pre Game Show** on Sunday afternoon had its best result for 2009 with 209,000 people (all on FOX Sports). **Sky Race Day** on Sky Racing on Saturday also had a year-to-date biggest audience with 84,000 viewers. **NCIS** on TV1 was watched by 121,000 people; **Eastenders** on UKTV had a year-to-date high of 98,000 viewers and **10,000 BC** premiered on Movie One with 96,000 viewers. **Hannah Montana** on Disney Channel was watched by 85,000 people; **Selling Houses Australia** on Lifestyle was seen by 80,000 viewers and **Man vs. Wild: Will Ferrell Special** premiered on Discovery Channel with 77,000 viewers.

In week 25, subscription TV was the number one source of television across Australia for the twentieth week of the year. Between 6am and midnight, STV channels accounted for **21.7%** of all metropolitan viewing; **21.7%** of all regional viewing and **57.6%** of all viewing in subscription TV homes. (Listings overleaf; Friday & Saturday based on preliminary schedules.)

Subscription TV (STV) Viewing Summary: Week 25 (14 Jun - 20 Jun 2009)

| All People: Current Week Share to All | | | |
|---------------------------------------|-------------|-------------|-------------|
| Sun-Sat 6am-12mn | | | |
| Network | NatSTV | MTV | RTV |
| STV | 57.6 | 21.7 | 21.7 |
| ABC | 5.3 | 13.2 | 13.4 |
| Seven/Affiliates | 11.7 | 21.6 | 19.6 |
| Nine/Affiliates | 13.1 | 19.2 | 18.4 |
| Ten/Affiliates | 10.4 | 19.4 | 13.9 |
| SBS | 1.2 | 3.0 | 3.7 |

| All People: Year-to-Date Share to All | | | |
|---------------------------------------|-------------|-------------|-------------|
| Sun-Sat 6am-12mn | | | |
| Network | NatSTV | MTV | RTV |
| STV | 59.5 | 23.3 | 21.8 |
| ABC | 4.9 | 12.6 | 12.8 |
| Seven/Affiliates | 11.8 | 21.8 | 20.1 |
| Nine/Affiliates | 13.1 | 19.6 | 18.4 |
| Ten/Affiliates | 8.8 | 17.3 | 13.4 |
| SBS | 1.3 | 3.3 | 3.9 |

| Sun-Sat 6pm-12mn | | | |
|------------------|-------------|-------------|-------------|
| Network | NatSTV | MTV | RTV |
| STV | 46.2 | 15.6 | 15.8 |
| ABC | 6.3 | 14.1 | 14.7 |
| Seven/Affiliates | 14.4 | 22.3 | 18.9 |
| Nine/Affiliates | 17.0 | 20.8 | 20.2 |
| Ten/Affiliates | 13.4 | 21.3 | 15.3 |
| SBS | 1.8 | 4.1 | 4.9 |

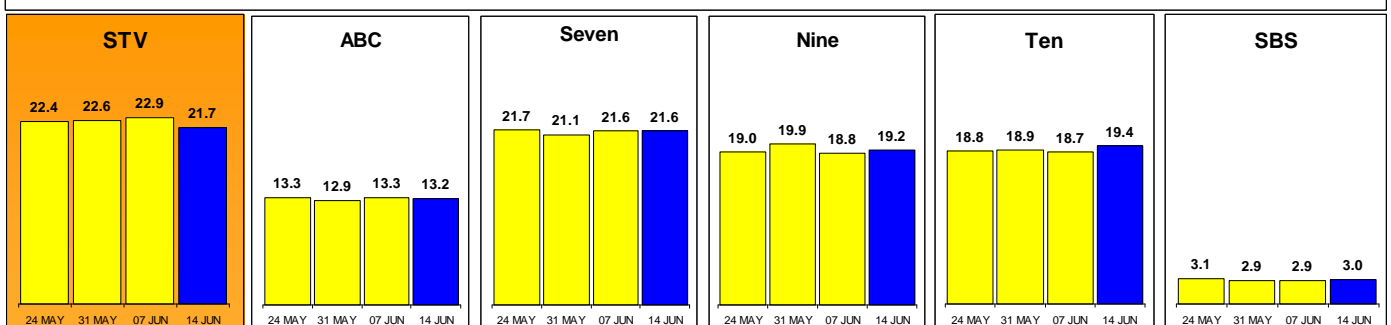
| Sun-Sat 6pm-12mn | | | |
|------------------|-------------|-------------|-------------|
| Network | NatSTV | MTV | RTV |
| STV | 48.6 | 17.0 | 15.9 |
| ABC | 6.0 | 13.5 | 13.4 |
| Seven/Affiliates | 14.9 | 23.1 | 20.3 |
| Nine/Affiliates | 16.8 | 21.6 | 20.5 |
| Ten/Affiliates | 10.9 | 18.2 | 14.4 |
| SBS | 2.1 | 4.6 | 5.3 |

| Sun-Sat 2am-2am | | | |
|------------------|-------------|-------------|-------------|
| Network | NatSTV | MTV | RTV |
| STV | 58.3 | 22.2 | 22.2 |
| ABC | 5.2 | 13.0 | 13.3 |
| Seven/Affiliates | 11.5 | 21.3 | 19.5 |
| Nine/Affiliates | 12.8 | 19.0 | 18.4 |
| Ten/Affiliates | 10.2 | 19.3 | 13.7 |
| SBS | 1.3 | 3.2 | 3.8 |

| Sun-Sat 2am-2am | | | |
|------------------|-------------|-------------|-------------|
| Network | NatSTV | MTV | RTV |
| STV | 60.2 | 23.9 | 22.2 |
| ABC | 4.8 | 12.5 | 12.8 |
| Seven/Affiliates | 11.5 | 21.6 | 19.8 |
| Nine/Affiliates | 12.8 | 19.5 | 18.5 |
| Ten/Affiliates | 8.6 | 17.1 | 13.3 |
| SBS | 1.3 | 3.4 | 4.0 |

NatSTV = National STV (STV homes only, metro & regional markets); MTV = Five metro markets (STV+FTA homes); RTV = Five regional markets (STV+FTA homes); Year-to-Date Share to All = average share weeks 1-25 2009; Sources: OzTAM (NatSTV, MTV) & RegTAM (RTV)

All Metro Markets/All People/Share to All%/Last 4 Weeks / 6am-12mn



Top 50 Subscription TV Program Broadcasts

| National STV Program List: All People - w/c 14 Jun 2009 | | Broadcast Details* | | | Broadcast Audiences (000s) | | | Weekly |
|---|---|------------------------|------------|--------------|----------------------------|----------------|--------------|--------------|
| # | Highest STV Program Broadcast | Channel | Day | Time | B/cast Only | B/cast & Plus2 | Total STV | Reach (000s) |
| 1 | LIVE: FOOTBALL: WORLD CUP QUALIFIER AUST V JAPAN | Fox Sports 1 | Wed | 20:20 | 378 | 378 | 1,330 | 827 |
| 2 | LIVE: NRL EELS V WESTS TIGERS | Fox Sports 2 | Mon | 19:02 | 292 | 292 | 1,334 | 656 |
| 3 | LIVE: AFL ADELAIDE V NORTH MELBOURNE | Fox Sports 1 | Sun | 16:31 | 247 | 247 | 1,329 | 673 |
| 4 | AUSTRALIA'S NEXT TOP MODEL | FOX8 | Tue | 19:34 | 235 | 327 | 1,282 | 688 |
| 5 | LIVE: NRL COWBOYS V ROOSTERS | Fox Sports 2 | Sat | 19:30 | 227 | 227 | 1,478 | 560 |
| 6 | LIVE: AFL HAWTHORN V BRISBANE LIONS | Fox Sports 1 | Sun | 13:00 | 218 | 218 | 1,317 | 538 |
| 7 | LIVE: AFL PRE GAME SHOW | Fox Sports 1 | Sun | 16:00 | 209 | 209 | 1,338 | 336 |
| 8 | LIVE: NRL RAIDERS V SHARKS | Fox Sports 2 | Sun | 14:00 | 170 | 170 | 1,373 | 426 |
| 9 | THE SIMPSONS | FOX8 | Sat | 10:40 | 140 | 214 | 966 | 1,860 |
| 10 | LIVE: FOOTBALL: WORLD CUP QUALIFIER POST GAME | Fox Sports 1 | Wed | 22:25 | 133 | 133 | 850 | 262 |
| 11 | FAMILY GUY | FOX8 | Tue | 18:41 | 121 | 171 | 971 | 1,146 |
| 12 | LIVE: RUGBY UNION: TEST MATCH | Fox Sports 3 | Sat | 17:25 | 121 | 121 | 1,262 | 744 |
| 13 | NCIS | TV1 | Sun | 19:30 | 121 | 135 | 1,183 | 605 |
| 14 | LIVE: NRL MONDAY POST GAME SHOW | Fox Sports 2 | Mon | 20:55 | 113 | 113 | 1,199 | 309 |
| 15 | LIVE: FOOTBALL: WORLD CUP QUALIFIER PRE GAME | Fox Sports 1 | Wed | 19:00 | 112 | 112 | 1,151 | 383 |
| 16 | FUTURAMA | FOX8 | Mon | 18:22 | 106 | 136 | 976 | 1,021 |
| 17 | LIVE: NRL SATURDAY PRE GAME SHOW | Fox Sports 2 | Sat | 18:55 | 105 | 105 | 1,284 | 236 |
| 18 | LIVE: AFL: ON THE COUCH | Fox Sports 1 | Mon | 20:30 | 105 | 105 | 1,342 | 252 |
| 19 | EASTENDERS | UKTV | Wed | 19:01 | 98 | 109 | 1,053 | 295 |
| 20 | TV1'S CASH TRIVIA CHALLENGE | TV1 | Sun | 20:25 | 97 | 112 | 1,168 | 756 |
| 21 | 10,000 BC | Movie One | Sun | 20:30 | 96 | 119 | 1,257 | 434 |
| 22 | TWO AND A HALF MEN | FOX8 | Mon | 20:05 | 94 | 114 | 1,410 | 455 |
| 23 | LAW & ORDER: CRIMINAL INTENT | TV1 | Sat | 19:33 | 91 | 124 | 1,439 | 976 |
| 24 | SEINFELD | TV1 | Tue | 20:38 | 87 | 107 | 1,232 | 866 |
| 25 | THE VICAR OF DIBLEY | UKTV | Sun | 19:30 | 87 | 92 | 1,226 | 130 |
| 26 | LIVE: RUGBY LEAGUE: TOYOTA CUP | Fox Sports 2 | Sat | 17:15 | 86 | 86 | 1,257 | 395 |
| 27 | MIDSOMER MURDERS | UKTV | Wed | 19:34 | 85 | 115 | 1,279 | 366 |
| 28 | HANNAH MONTANA | Disney Channel | Tue | 17:30 | 85 | 85 | 919 | 549 |
| 29 | SKY RACEDAY | Sky Racing | Sat | 12:00 | 84 | 84 | 1,169 | 366 |
| 30 | FOOTBALL SUPERSTAR | FOX8 | Wed | 19:36 | 81 | 98 | 1,243 | 570 |
| 31 | SONNY WITH A CHANCE | Disney Channel | Mon | 17:32 | 80 | 80 | 1,004 | 187 |
| 32 | SELLING HOUSES AUSTRALIA | Lifestyle | Sat | 18:30 | 80 | 99 | 1,282 | 252 |
| 33 | PHINEAS AND FERB | Disney Channel | Thu | 16:30 | 78 | 78 | 1,000 | 511 |
| 34 | LAW & ORDER | W | Thu | 21:16 | 78 | 96 | 1,032 | 744 |
| 35 | MAN VS. WILD: WILL FERRELL SPECIAL | Discovery Chan. | Wed | 20:30 | 77 | 77 | 1,349 | 266 |
| 36 | HOGAN'S HEROES | TV1 | Tue | 19:03 | 76 | 81 | 1,077 | 434 |
| 37 | LAW & ORDER: SVU | TV1 | Sat | 20:31 | 76 | 93 | 1,559 | 851 |
| 38 | WIZARDS OF WAVERLY PLACE | Disney Channel | Tue | 17:00 | 75 | 75 | 965 | 436 |
| 39 | CORONATION STREET | UKTV | Wed | 18:03 | 75 | 77 | 813 | 269 |
| 40 | AS THE BELL RINGS | Disney Channel | Fri | 17:25 | 75 | 75 | 1,004 | 188 |
| 41 | COLD CASE | W | Mon | 19:31 | 75 | 88 | 1,350 | 284 |
| 42 | DOLLHOUSE | FOX8 | Tue | 20:40 | 74 | 90 | 1,160 | 413 |
| 43 | MICKEY MOUSE CLUBHOUSE | Playhouse Disney | Mon | 17:26 | 74 | 74 | 1,013 | 231 |
| 44 | RATATOUILLE | Disney Channel | Sat | 18:30 | 74 | 74 | 1,353 | 170 |
| 45 | NUMB3RS | TV1 | Tue | 19:34 | 72 | 84 | 1,291 | 533 |
| 46 | LIVE: MOTORSPORT: MOTOGP RND 6, CATALUNA | Fox Sports 2 | Sun | 18:30 | 72 | 72 | 1,159 | 352 |
| 47 | STARGATE: ATLANTIS | Sci Fi | Fri | 20:32 | 72 | 72 | 1,125 | 165 |
| 48 | EGGHEADS | UKTV | Fri | 16:59 | 70 | 75 | 1,017 | 227 |
| 49 | CASPER MEETS WENDY | Disney Channel | Tue | 18:30 | 70 | 70 | 1,114 | 143 |
| 50 | STARGATE SG-1 | Sci Fi | Fri | 19:31 | 69 | 69 | 1,035 | 297 |

(* Highest rating broadcast of the nominated program. Programs in bold are new on the STV channel this week Definitions below (Source: OzTAM)

Audience Definitions for the Program Listing:

The listing is based on the average audience to the highest episode of each program in the week. The audience figures represent viewing to STV programs in STV homes from the metropolitan and regional markets.

- **B/Cast Only** represents the average audience watching the program that was broadcast on the channel at the nominated date and time
- **B/Cast & Plus2** represents the sum of the average audience to the program's broadcast and the average audience of the two-hour delayed broadcast seen on an associated Plus2 channel. The B/Cast & Plus2 audience includes Plus2 viewing which occurs in the same research day as the original broadcast viewing (ie any Plus2 viewing for a program until 2am)
- **STV Total** represents the average number of STV viewers across all STV channels at the time of B/Cast Only.
- **Weekly Reach (000s)** represents the cumulative audience (reach audience) that watched any episode of the program across the week (one minute viewing minimum). This figure includes all viewers who watched the nominated broadcast, including any Plus2 audience, and viewers who saw any other episode of the program shown during the week.
- "New on STV this week" means first appearance of the program on the nominated channel since 28/12/2008.

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ABOUT ASTRA

ASTRA is the Subscription Television (STV) industry organisation representing AUSTAR, FOXTEL, OPTUS and the channels on these platforms.

ABOUT SUBSCRIPTION TELEVISION RATINGS

- STV delivers consumers quality programming choices in every genre 24 hours a day, seven days a week across more than 100 channels.
- STV's objective is to achieve viewing shared across those more than 100 channels by catering to individual tastes around the clock
- All figures in the report are based on the OzTAM Metropolitan ratings (five capital cities), the OzTAM National Subscription TV ratings and RegTAM Regional market ratings.
- OzTAM figures show that 96 per cent of all television viewing occurs between 6.00am and midnight, compared with 54% in the day-part the free-to-air networks label "prime -time" (6pm to 10.30pm)

National Subscription Television Homes Share

The OzTAM National Subscription Television service (National STV) measures homes which have STV, and provides a national view of what STV audiences are watching on AUSTAR, FOXTEL and OPTUS and includes representation of free-to-air viewing within those homes.

All Metro Homes Share

The OzTAM metropolitan service (5 Metro Markets) reports ratings for all the TV homes (STV and free-to-air) in the five capital cities and is the same panel used by the metropolitan free-to-air networks. Approximately 30% of homes represented in this panel have STV.

All Regional Homes Share

The RegTAM regional service (Regional Markets) reports ratings for all the TV homes (STV and free-to-air) in the five aggregate markets capital cities and is the same panel used by the regional free-to-air networks. Approximately 24% of homes represented in this panel have STV.